



H/P/POA

Applicant(s): Boyle et al. Docket No.: 40655.1000  
Serial No.: 09/827,031 Confirmation No.: 4847  
Filed: April 5, 2001 Group Art Unit: 2161  
Examiner: TBA

Title: INTERACTIVE DEMAND MANAGEMENT

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POWER OF ATTORNEY BY ASSIGNEE  
AND CERTIFICATE UNDER 37 CFR 3.73(b)

Technology Center 2100

AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC. (hereinafter "Assignee"), a corporation having a place of business at General Counsel's Office, American Express Tower, World Financial Center, New York, New York 10285-4900, certifies that to the best of Assignee's knowledge and belief, it is the assignee of the entire right, title, and interest in and to the above-captioned United States patent application and represents that the undersigned is a representative authorized and empowered to sign on behalf of the Assignee.

Ownership of the above-identified patent application is established by virtue of the following documentary evidence that has been reviewed by the undersigned:

An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel 012666, Frame 0658, or for which a copy thereof is attached.

AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC., the Assignee of the entire right, title, and interest in and to the above-captioned United States patent application and all inventions disclosed and claimed therein, hereby appoints as its attorneys to prosecute the above-captioned United States patent application and to transact all business in the United States Patent and Trademark Office connected therewith and with the resulting patent, individually and collectively:

SNELL & WILMER L.L.P.  
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Tel. (602) 382-6000  
Fax (602) 382-6070;

and the registered attorneys associated with Snell & Wilmer's Customer Number 020322.

Please send all further correspondence to Snell & Wilmer L.L.P. at the above address.

By: Stephen P. Norman  
Stephen P. Norman  
Title: Secretary  
Date: 23 Sept 2002

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PTO/SB/21 (08-00)

Approved for use through 10/31/2002, OMB 0651-0031

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<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>		Application Number	09/827,031
		Filing Date	April 5, 2001
		First Named Inventor	Boyle, et al.
		Group Art Unit	2161
		Examiner Name	TBA
Total Number of Pages in This Submission	2	Attorney Docket Number	40655.1000 Technology Center 2100

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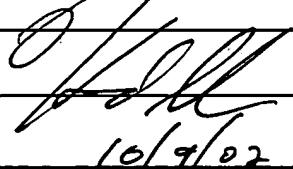
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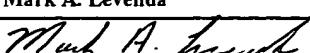
**GROUP 3600****SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm or Individual name	Howard I. Sobelman, Reg. No. 39,038 Snell & Wilmer L.L.P.
Signature	
Date	10/19/02

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